Amendments to the Specification:

Please amend the specification as follows by replacing the indicated paragraphs.

NOTE: the following replacement paragraphs are submitted to overcome the Examiner's objection to "bullet" points in the specification. The only changes in these paragraphs are the deletion of the bullet points as required. While it is difficult to see them the "strikethrough" lines through the bullet points do appear.

Please replace the paragraph that begins on page 2 at line 1 and extends through line 21 as follows:

Over the last several months, there has been a significant increase in demand for content management solutions. This demand is driven by several factors in the marketplace:

~~•~~ Content management is being recognized as critical to efficiently and effectively supporting and operating publication process and supporting commerce in the current economy. Content management is also being recognized as playing a key role in electronic and on-line learning.

~~•~~ The amount of content in enterprises is increasing dramatically, as is the demand for more efficient management of content. (Gartner Group States that: By 2002, escalating costs of managing Web content and components will drive more than 80 percent of Global 2,000 enterprise sites to purchase packages or build applications to automate these functions (0.8 probability).

~~•~~ The demand for point and place of time delivery of content in a consistent and personalized fashion across multiple channels is increasing. (Gartner Group states that: By 2004, leading-edge enterprises will have formal content management (business processes and integrated technology) in place for Web, inter-enterprise and intra-enterprise environments (0.8 probability). The tremendous increase in demand we are seeing for content management skills is in keeping with these projections.

~~•~~ The number and capabilities of packaged software and application platforms supporting efficient and effective content management is increasing.

Please replace the paragraph that begins on page 4 at line 11 and extends through line 18 as follows:

- DCA delivers its unique capabilities through three main processes: load, build, and publish. The load agent provides methods for gathering information to be included as part of the content. The build agent selects the correct virtual content template and builds the new content based on these templates. The publish agent performs the final processing of the new documents. It merges sections together and includes the appropriate client information as part of the final content. The user, or a system application, submits a request. The load agent picks up this request and queues it to the build agent.

Please replace the paragraph which begins on page 4 at line 19 and extends through line 27 as follows:

- The build agent selects a Virtual Document Management template, which contains the rules for when each component should be copied into the new document. The build agent will create a new virtual document and link in the documents. Also associated with the template is a configuration object, which identifies where the documents will be stored in the repository. The build agent processes this structure and creates a new document. The build agent then passes the new document to the publish agent. The publish agent publishes the documents. It merges the sections, runs mail merge and optionally creates a PDF rendition. The final documents are now available for the end user to review.

Replace the paragraph which begins on page 13 at line 27 and extends through page 14, line 19 with the following paragraph:

A formalized framework for supporting assessment of needs, and planning and implementing of content management solutions is described. This framework can and has been used in to guide discussions about desired capabilities. Through the use of this formalized framework and associated processes and considerations, the following questions related to specific client situations can be addressed:
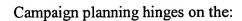
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- Mention has been made of a need for content management - but how can we be sure we all mean the same thing when we talk about this?
- An opportunity has been identified to add business value through content management- what is our point of view?
- Are we considering all components of a complete content management environment when determining what is applicable for a given situation?

What business capabilities should be supported by a future environment?

- What are the process considerations involved with the provision of these capabilities?
- How will the critical process of knowledge management be integrated throughout the content management solution in order to drive a differentiated and high-value solution based on the unique collective insights and experiences of the organization?

What are the process and capabilities most applicable to the given situation which should drive enabling product analysis and selection?

Please replace the paragraph which begins on page 20 at line 6 and extends to line 11 as follows:

Campaign planning hinges on the:

- formalization of business rules,
- capture and analysis of user preferences, and
- the subsequent development and assessment of focused business initiatives or campaigns.

Please replace the paragraph which begins on page 29 at line 18 and extends through page 30 line 18 as follows:

Those skilled in these arts will recognize that the physical implementation of the resultant solution design may use various hardware and software combinations, such as database systems by Oracle™, Informix™, IBM™, etc., with client and server computers supplied by any number of companies such as IBM, Sun Microsystems, Apple, HP, etc., and can use various appropriate software tools for portions of the content management and delivery activities, for portions of the

content delivery activities and for portions of the transaction processing, monitoring and execution. Some of the currently available tools include those supplied by:

- Allaire / Spectra/HomeSite
- ATG / Dynamo
- Blue Martini / Content Management Module
- Broadvision / One-to-One
- Calico
- Documentum / Rightsite
- eMeta / eRights
- ePrise / Participant Server
- FileNet
- FutureTense / Internet Publishing System
- Informix / i.Reach
- Inso / Dynabase
- Interleaf / BladeRunner, QuickSilver and others
- Interwoven / Teamsite
- InfoDesk
- iPlanet (Netscape/Sun Alliance) / Publishing Xpert
- Macromedia / Various Products
- MediaSurface
- Microsoft / Site Server
- nCompass
- Open Market / Internet Publishing System
- Reciprocal / Digital Clearing Service
- Verano / Iluminar
- Vignette / StoryServer, Syndication Service.